



# ALBERTA WORLD CUP 2010

Canmore Nordic Centre — Canada — February 4-7, 2010



**SEE YOUR BRAND COME ALIVE IN AN INTERNATIONAL EVENT WITH THE ROCKIES AS A BACKDROP**

**LEVERAGE ON THE CLEAN AND HEALTHY IMAGE OF CROSS-COUNTRY SKIING**

**EXPERIENCE TOP-NOTCH HOSPITALITY FOR YOU AND YOUR GUESTS**

**BENEFIT FROM INCREASED EXPOSURE AROUND THE 2010 VANCOUVER OLYMPICS**

[www.albertaworldcup.ca](http://www.albertaworldcup.ca)

# Event Overview

Blue skies, crisp snow, professional in-stadium event production and spectacular scenery reflects the World Cup experience at the Canmore Nordic Centre.

The FIS Alberta World Cup 2010 is the place to showcase your brand and leverage your investment in February 2010.

**Dates:** February 4 – 7, 2010



**The Event:** 4 FIS World Cup Races

- Women's 10km Interval Start
- Men's 15km Interval Start
- Women's 1.5km Sprint
- Men's 1.75km Sprint

Sprints will feature Qualification Round at 1030 hrs followed by Heats at 1215 hrs and will be carried live on CBC



**Location:** Canmore Nordic Centre, Canmore, Alberta

**Competing Nations:** 25+



# Event Calendar

|         |       | THURSDAY<br>Feb 4                            | FRIDAY<br>Feb 5                                  | SATURDAY<br>Feb 6       | SUNDAY<br>Feb 7                           |
|---------|-------|--|--|-------------------------|---|
| DAY     | 10:30 | Training                                     | Women 10 km Free                                 | Sprint Qualification    | Booster Brunch with the National Ski Team |
|         | 12:15 |  | Men 15 km  | Sprint Finals           | (contact CCC for details and cost)        |
| APRES   | 1:15  |  | Flower Ceremony                                  | Flower Ceremony         | Canmore Olympic Celebration & Sendoff     |
|         | 4:30  | Team Captain's Meeting                       | Team Captain's Meeting                           | Downtown Stage Awards   | Canmore Winter Festival                   |
| EVENING | 6:30  | Welcome Reception<br>Canmore Winter Festival | Downtown Stage Awards<br>Canmore Winter Festival | Canmore Winter Festival | Volunteer Party                           |



# The 2010 Alberta World Cup Is...

**The largest gathering of FIS Nordic athletes in head-to-head competition 7 days before the 2010 Winter Olympics.**

Support Canada's elite Nordic athletes – Sara Renner, Devon Kershaw, Alex Harvey and Chandra Crawford as they prepare for the 2010 Games! Leverage your investment in sporting excellence and host clients and employees for a weekend of exciting cross-country ski action, family fun and anticipation as the worlds' best hone their skills on the Canmore Nordic Centre trails...

## Accredited Media:

125 from Canada, the U.S. and abroad

\*\* The Alberta World Cup is the last opportunity for media to interact with Olympic-bound athletes prior to the 2010 Olympic Winter Games

## Canadian TV:

Live coverage on CBC, February 6th

- Additional tape delayed coverage
- Live broadband / on-demand repeats
- Projected Canadian audience of 500,000

## International TV:

10.5 hours of live or same day coverage

- Direct broadcast live in 6 countries
- Eurosport distribution to 54 countries
- Projected audience of ~ 35 million

## Print Media Coverage:

Coverage from major dailies and community papers coast-to-coast

- 15 million page impressions
- Significant coverage in European and international media



CBCsports



# Canmore, Alberta

- Is host to visitors from across North America, Asia and around the world
- Is the gateway to the Canadian Rockies, wedged beneath the Three Sisters Mountain Peaks and Banff National Park
- Offers state of the art trail design and hospitality services at the Canmore Nordic Centre
- Is home to the Canadian Cross-Country, Para-Nordic and Biathlon Teams
- Offers spectator viewing and hospitality second to none
- Stages annual Winter Carnivals featuring western culture, arts and community activities - fun for the entire family
- Is host community to regular FIS World Cups, domestic NorAm and in 2011 the Canadian Cross-Country Ski Championships
- Embraces its athletes as role models and ideal community spokespeople



# A Truly Unique Event...



## What makes this such a unique event to be associated with?

The Alberta World Cup is the **only World Cup in North America** and presents a once in a generation opportunity to benefit from **the increased media attention and exposure surrounding the 2010 Vancouver Olympics**. As a sponsor you will directly benefit from this exposure and will receive substantial media both locally and internationally. Not only will you benefit from tremendous brand exposure and penetration, you will also **contribute to the growth of sport** in Alberta and Canada by supporting the XC Alberta World Cup Society .

Your event host, the XC World Cup Society has a **proven track record of hosting and running world class events**, having been recognized by the FIS for operational excellence in hosting the Alberta Centennial World Cup in 2005 as well as Alberta World Cup 2008. The events would not be what they are today if it were not for this first rate volunteer group that the Society has assembled. Your brand will be in good hands. Your objectives will be carefully considered in order to achieve maximal return on this important investment.

The World Cup also offers a unique opportunity to involve your staff and corporate clients as spectators and/or event volunteers. Alberta World Cup 2010 offers **exceptional, high-end hospitality programs** that cater to your VIP guests and employees. Guests will experience your brand in live action, activating their connection to cross-country skiing and the world class athletes on display.

## The Alberta World Cup Academy – An investment in sport development

The Academy was established by the XC World Cup Society in 2007 **to create value in the sport of cross-country ski** racing by developing, supporting and showcasing Alberta's coaches, athletes and officials at international levels of excellence. The Alberta World Cup Academy is proud to partner with Cross Country Canada and **is one of Canada's premier high performance training centres**. As a sponsor of the World Cup you will contribute to the growth of the sport, and the long-term development of Canada's young athletes.

Investing in the development and future of our sport

# ...at a World Class Venue

## The Nordic Centre – a former Olympic venue

The Canmore Nordic Centre was **originally constructed for the 1988 Winter Olympic Games**. It provides world-class trails for use by cross-country skiers, mountain bikers, and hikers. The Alberta Government has recently **invested over \$25 million** in refurbishing the Nordic Centre and the province is now blessed with having the most modern cross-country race facility in the world. The Canmore Nordic Centre boasts some **60 kilometres of world-class cross-country and biathlon trail systems**. The trails are groomed and track set to accommodate both classic and skating techniques on the same trail and a 6.5 km track is illuminated for night skiing. The backdrop of the Rockies offers excellent footage for media coverage and images that you can use in all your marketing and communication.

The Nordic Centre Day Lodge **offers excellent hosting opportunities**, and also functions as the press and race officials centre. During the summer months the Nordic Centre converts to a mountain biking and trail running meca, playing host to several national and international level running and cycling events annually.

## We constantly strive towards environmental sustainability

**Environmental awareness is an important part of the XC World Cup Society's mandate**, and is evident in all of its endeavours. The Society strives towards decreasing its environmental footprint with the long term objective of running carbon neutral events. This is a great opportunity to associate your brand with an organization that values environmental sustainability.



Investing in the development and future of our sport

# The Cross-Country Ski Experience

**BREATHTAKING TO WATCH**

**HEALTH & LIFESTYLE**

**FAST & EXCITING**

**DEDICATION**

**PASSION**

**APPROACHABLE**

**PROFESSIONAL**



[www.albertaworldcup.com](http://www.albertaworldcup.com)

# How to get involved



## HOW TO GET INVOLVED AND WHAT ARE THE DIFFERENT OPTIONS?

We are seeking long-term partnerships and our goals are as important as your objectives.

In the next couple of pages you will find different options that allow you to be part of Alberta World Cup 2010. Let's meet.

**Long-Term Partnerships Available**

# Alberta World Cup Presenting Sponsor - \$75,000 (2 partners per day)

**Be part of the Canadian celebration! With this contribution, the “Presenting Sponsor” will receive prominent brand identification on race bibs, primary sponsor boards and have the opportunity to develop a complete hosting program that include on-site VIP activities, Winter Festival Program and Canmore/Banff entertainment and dining. Industry Sector exclusivity will be provided during the associated race day.**

## On Site Presence

- Corporate branding on FIS World Cup Leader bib
- Corporate branding on gender specific participant race bibs on one race day
  - one gender above the bib #
  - one gender below the bib #
- Prominent brand positioning on start and finish gates & arches, victory podium and stadium groundmarkers (6) during primary positioning race
- Prominent signage in camera view areas along; a) start/finish corridor (4) 1 x 3 M banners; and b) race course (4) 1 x 3 M banners
- Additional signage in spectator viewing areas
- Recognition by stadium announcer and on composite sponsor billboards
- Pageantry banners strategically displayed in prominent spectator and VIP viewer locations

## Communication Exposure

- Rights to advertise and promote your association with the 2010 Alberta World Cup (note: COC regulations restrict corporate advertising in association with the team during the Olympic period)
- High profile event Communications Plan throughout Alberta (leveraged \$25,000 investment)
- Corporate branding on all event-produced collateral material including: posters, brochures, start and results lists, event billboards
- Full-page, colour corporate ad in event souvenir brochure
- Recognition and corporate vignette on stadium Jumbotron
- Recognition in media promotional plan leading up to event
- Recognition and web link on event website

## Hospitality & VIP Hosting

- Full VIP package including 20 guest accreditations covering
  - reserved parking on site
  - onsite lounge and hospitality service
  - exclusive VIP viewing area
  - guided access to strategic viewing areas on course
  - tour of broadcast mixing area
- VIP Gift Package
- Opportunity to attend exclusive Canadian Team Booster Brunch before Olympic Send-Off (incremental fee)
- Special framed bib signed by Canadian Olympic Team
- Invitation to participate in live, on-air flower ceremony to winners in venue and/or to participate in downtown festival presentation of medals at town site

## Television / Electronic Exposure

- Brand exposure through a worldwide international live & tape delayed television audience of 35 M viewers with primary markets including Norway, Sweden, Finland, Germany, Italy, France and Russia
- Domestic brand exposure through CBC Sports featuring live and tape delayed coverage on CBC and live streaming and on-demand service via cbc.ca
- Live coverage on BOLD digital service
- Daily television highlights package distributed via satellite to all major news and sports services in Canada
- Daily reports on [www.cccski.ca](http://www.cccski.ca) and event web site featuring photos, comments from Canadian athletes and breaking stories

Becoming One with the Alberta World Cup

# Alberta World Cup Presenting Sponsor - \$75,000 (2 partners per day)

## Sample of Sponsor Signage and Branding On Course and In Stadium



FIS Leader Bib



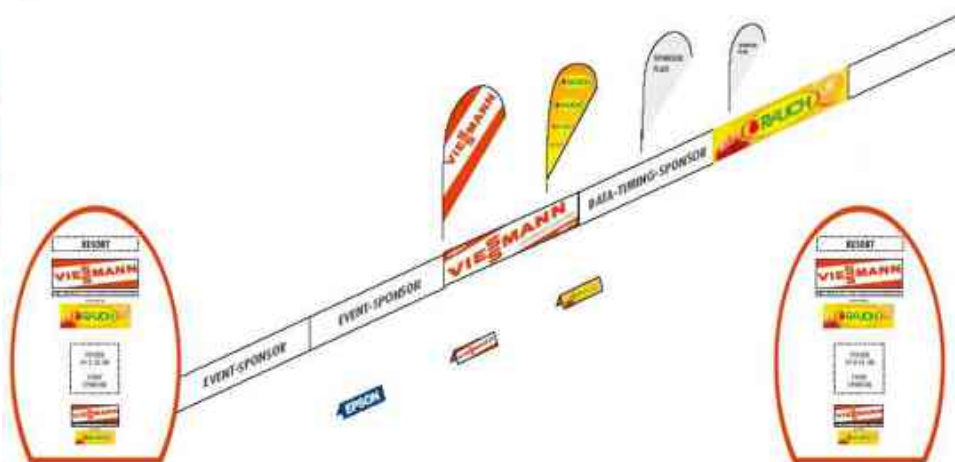
General Race Bib



Sprint Start - Gate Branding



Podium Backdrop



Course & Finish Area Branding

Becoming One with the Alberta World Cup

# Alberta World Cup Race Sponsor - \$40,000 (1 partner per day)

**With this contribution the “Race Sponsor” will be entitled to place corporate signage in prominent spectator viewing sights and venue hospitality areas. The sponsor will also have the opportunity to develop a complete hosting program that include on-site VIP activities, Winter Festival Program and Canmore / Banff entertainment and dining.**

## On Site Presence

- Corporate branding on all forerunner race bibs
  - Above #’s
  - One day – both genders
- Corporate signage ID in stadium and along the course
  - (2) 1M x 5M Recognition by stadium announcer and on composite sponsor billboards

## Communication Exposure

- Rights to advertise and promote your association with the 2010 Alberta World Cup
- Corporate branding on event-produced collateral material including
  - posters, brochures
  - start lists
  - event billboards
- Half-page colour ad for corporate message in event souvenir brochure
- Recognition in media promotional plan leading up to event
- Recognition on stadium Jumbotron
- Recognition and web link on event website

## Hospitality & VIP Hosting

- VIP package including 8 guest accreditations covering
  - reserved parking on-site
  - onsite lounge and hospitality service
  - guided access to strategic viewing areas on course
  - gift package to include signed framed event bib

## Television / Electronic Exposure

- Brand exposure through a worldwide international live & tape delayed television audience of 35 M viewers with primary markets including Norway, Sweden, Finland, Germany, Italy, France and Russia
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# Alberta World Cup Race Sponsor - \$40,000 (1 partner per day)

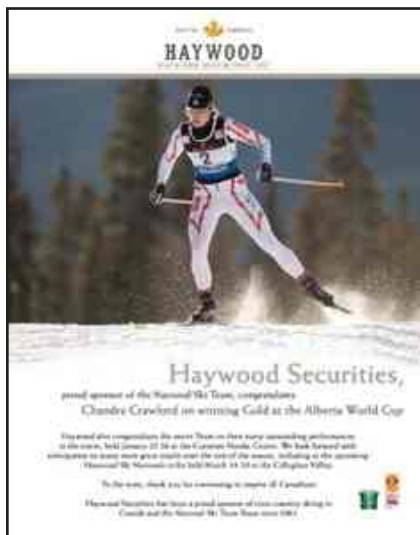
## Sample of Sponsor Signage and Branding Opportunities



On Course Signage  
(100x500cm)



Official Event Website



Corporate  
Communications



Forerunner Bibs



Event Posters,  
Billboards, etc.

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# Additional Opportunities

## Industry Partner - \$5,000

With this contribution, Industry Partners will have on site access to:

- Corporate signage ID in stadium (1 – 1 x 3 supplied by sponsor in spectator view area)
- Corporate interactive display in on-site Ski Industry Village
- Recognition over Stadium PA System
- Advertising and logo presence in regional media plan promoting your on-site activities or scheduled clinics
- VIP access to on site hospitality area for 2

## Friends of the Academy

The Alberta World Cup Academy offers additional sponsorship opportunities at various levels:

- Activate your brand through exposure to World Cup 2010 and the 2010 Olympic Winter Games via Canada's top cross-country ski development program
- Sponsorship opportunities include:
  - AWCA Title Sponsor - \$80,000
  - AWCA Development Partner - \$25,000
  - "Pillars" of the Academy - \$10,000
- For additional information available contact Yoeri Geerits (yoeri@threesixtythree.com) or Matthew Jeffries (matthew@threesixtythree.com)



Becoming One with the Alberta World Cup

# Questions about sponsorships or volunteering?

## Sponsorship Inquiries

three **sixty** three

Yoeri Geerits  
(403) 629-9430  
yoeri@threesixtythree.com

Matthew Jeffries  
(403) 619-0691  
matthew@threesixtythree.com

## Volunteer Inquiries



Dale Swanson  
(403) 678-4578  
dale@albertaworldcup.com

Al Maddox  
(403) 707-9991  
almaddox@albertaworldcup.com

# Additional Information

Some interesting links:

Download this e-presentation  
[www.albertaworldcup.com/wc2010sponsorinfo](http://www.albertaworldcup.com/wc2010sponsorinfo)

The official website of Alberta World Cup 2010  
[www.albertaworldcup.ca](http://www.albertaworldcup.ca)

Promotional Video  
[www.albertaworldcup.com/watchwc2010](http://www.albertaworldcup.com/watchwc2010)

Canmore Nordic Centre  
[gateway.cd.gov.ab.ca/siteinformation.aspx?id=294](http://gateway.cd.gov.ab.ca/siteinformation.aspx?id=294)

[www.albertaworldcup.ca](http://www.albertaworldcup.ca)